

FORM P-1449	SERIAL NO. 09/922,028	CASE NO. 9623-329
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT	FILING DATE August 3, 2001	GROUP ART UNIT 3693
(use several sheets if necessary)		
APPLICANT(S): Dominic Dough-Ming Cheung et al.		

REFERENCE DESIGNATION U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER <small>Number-Kind Code (if known)</small>	DATE	NAME	CLASS/ SUBCLASS	FILING DATE
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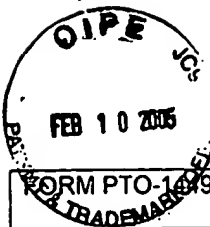
FOREIGN PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER <small>Number-Kind Code (if known)</small>	DATE	COUNTRY	CLASS/ SUBCLASS	TRANSLATION YES OR NO
<i>gc</i>	H1	JP 2001-118011	04/27/2001	Japan		Abstract
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EXAMINER INITIAL	OTHER ART – NON PATENT LITERATURE DOCUMENTS <small>(Include name of author, title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date page(s), volume-issue number(s), publisher, city and/or country where published.)</small>					
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EXAMINER <i>J. Colbert</i>	DATE CONSIDERED <i>2-1-07</i>
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FORM PTO-1600 TRADEMARK	SERIAL NO. 09/922,028	CASE NO. 9623/329
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT	FILING DATE August 3, 2001	GROUP ART UNIT 3624
(use several sheets if necessary)		APPLICANT(S): Dominic Dough-Ming Cheung et al.

REFERENCE DESIGNATION U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER <small>Number-Kind Code (if known)</small>	DATE	NAME	CLASS/ SUBCLASS	FILING DATE
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FOREIGN PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER <small>Number-Kind Code (if known)</small>	DATE	COUNTRY	CLASS/ SUBCLASS	TRANSLATION YES OR NO
<i>AC</i>	G1	WO 01/52092 A2	07/19/2001	WIPO		
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EXAMINER INITIAL	OTHER ART - NON PATENT LITERATURE DOCUMENTS <small>(Include name of author, title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date page(s), volume-issue number(s), publisher, city and/or country where published.</small>	
<i>AC</i>	G2	English language translation of German Office Action in corresponding German patent application No. 102 35 429.4, dated Nov. 18, 6 pages.
<i>AC</i>	G3	Clickpatrol, "If you buy and manage cost-per-click advertising, you'll save time and money with Clickpatrol", copyright 2001 ClickPatrol.com, obtained from the Internet at: < http://web.archive.org/web/20010519014126/http://www.clickpatrol.com >, on 11/12/2004, 1 page.
<i>AC</i>	G4	PPC Management - The Ultimate Goto Bidding Software, "The Ultimate, Downloadable, Goto.com Bid Monitoring Software is Here!!!", obtained from the Internet at: < http://web.archive.org/web/20010721020423/http://www.ppcmanagemnt.com/ >, dated 11/12/2004, 3 pages.
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GROUP 3600

EXAMINER <i>E. Colburn</i>	DATE CONSIDERED <i>2-1-07</i>
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FORM PTO-1449	MAY 20 2004	SERIAL NO.	09/922,028	CASE NO.	9623/329
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT (use several sheets if necessary)		FILING DATE	August 3, 2001	GROUP ART UNIT 3625	
		APPLICANT(S): Dominic Dough-ming Cheung et al.			

REFERENCE DESIGNATION

U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER <small>Number-Kind Code (if known)</small>	DATE	NAME	CLASS/ SUBCLASS	FILING DATE
<i>EC</i>	F1	5,794,210	08/11/1998	Goldhaber, et al.		

FOREIGN PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER <small>Number-Kind Code (if known)</small>	DATE	COUNTRY	CLASS/ SUBCLASS	TRANSLATION YES OR NO
<i>EC</i>	F2	EP 1 282 060 A3	03/24/2004	Europe		
	F3	WO 97/22066 A	06/19/1997	WIPO		
	F4	WO 00/16218 A	03/23/2000	WIPO		

EXAMINER INITIAL	OTHER ART - NON PATENT LITERATURE DOCUMENTS <small>(Include name of author, title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date page(s), volume-issue number(s), publisher, city and/or country where published.</small>					
<i>EC</i>	F5	Supplementary Search Report for corresponding European Patent Application No. EP 00 936393, dated February 20, 2004, 3 pages.				
	F6	Supplementary Search Report for corresponding European Patent Application No. EP 00 936393, dated February 20, 2004, 3 pages.				
	F7	Brin, Sergey et al., "The Anatomy of a Large Scale Hypertextual Web Search Engine", <i>Computer Networks and ISDN Systems</i> , North Holland Publishing, Amsterdam, NL, dated April 14, 1998, pp. 1-20.				
	F8	Doran, David, "Search Engines....Their popularity, their secrets, their flaws", <i>Entrepreneur</i> , July 1998, page 18.				
	F9	Glaser, Ken, "Who Will GoTo.com?", <i>OnlinePress.com</i> , dated February 20, 1998, 2 pages.				
	F10	Kramer, Ralf et al., "Thesaurus federations: loosely integrated thesauri for document retrieval in networks based on Internet technologies", <i>Int. J. Digit Libr</i> , 1997, pp. 122-131.				
	F11	Sullivan, Danny, "GoTo Sells Positions", <i>The Search Engine Report</i> , dated March 3, 1998, 4 pages.				
	F12	"GoTo.com Announces First Round of Financing, Totaling More Than \$6 Million, Led by Draper Fisher Jurvetson", <i>Business Wire</i> , dated May 19, 1998, printed from Dialog Gale Group New products, 2 pages.				
<i>EC</i>	F13	"New Service Puts Ad Auction, Search Engine Under One Roof", <i>Electronic Advertising & Marketplace Report</i> , dated April 28, 1998, Vol. 12, Issue 8, 2 pages.				

EXAMINER <i>E. Albert</i>	DATE CONSIDERED <i>2-1-07</i>
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LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT	FILING DATE August 3, 2001	GROUP ART UNIT 2172
(use several sheets if necessary)		APPLICANT(S): Dominic Dough-Ming Cheung et al.

REFERENCE DESIGNATION

U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER <small>Number-Kind Code (if known)</small>	DATE	NAME	CLASS/ SUBCLASS	FILING DATE
<i>JC</i>	D1	5,974,398	10/26/1999	Hanson et al.		
<i>JC</i>	D2	US 6,269,361 B1	07/31/2001	Davis et al.		
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EXAMINER INITIAL		DOCUMENT NUMBER <small>Number-Kind Code (if known)</small>	DATE	COUNTRY	CLASS/ SUBCLASS	TRANSLATION YES OR NO
<i>JC</i>	D3	WO 00/57333 A2	09/28/2000	WIPO		
<i>JC</i>	D4	WO 01/55929 A1	08/02/2001	WIPO		
<i>JC</i>	D5	WO 01/82178 A2	11/01/2001	WIPO		
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OTHER ART - NON PATENT LITERATURE DOCUMENTS

(Include name of author, title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date page(s), volume-issue number(s), publisher, city and/or country where published.

<i>JC</i>	D6	Copy of Great Britain Search Report dated February 19, 2003 for corresponding patent application No. GB 02182132.9, 1 page.
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EXAMINER <i>JC</i>	DATE CONSIDERED <i>5-1-07</i>
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FORM PTO-1449	SERIAL NO. 09/922,028	CASE NO. 9623/329
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT	FILING DATE August 3, 2001	GROUP ART UNIT 272
(use several sheets if necessary)	APPLICANT(S): Dominic Cheung et al.	

REFERENCE DESIGNATION U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER <small>Number-Kind Code (if known)</small>	DATE	NAME	CLASS/ SUBCLASS	FILING DATE
<i>JC</i>	C1	5,778,367	07/07/98	Wesinger, Jr. et al.		
<i>JC</i>	C2	5,862,223	01/19/99	Walker et al.		
<i>JC</i>	C3	US 6,285,987 B1	09/04/01	Roth et al.		

EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
<i>JC</i>	C4	News of The Week articles, <i>Telephony</i> , May 1, 1995, pages 8 and 10.
	C5	Nuts 'N Bolts articles, <i>Target Marketing</i> , October 1997, 1 page.
	C6	DoubleClick TestIt!, obtained at the internet address: http://web.archive.org/web/19980205034316/www.doubleclick.com/nf/adinfo/testiset.htm , dated 10/16/2002, 4 pages.
	C7	DoubleClick Frequently Asked Questions, obtained at the internet address: http://web.archive.org/web/19980205033925/www.doubleclick.com/nf/adinfo/facts.htm , dated 10/16/2002, 5 pages.
	C8	"New Service Puts Ad Auction, Search Engine Under One Roof", article from Electronic Advertising & Marketplace Report, <i>Simba Information, Inc.</i> April 28, 1998, 2 pages.
	C9	Google Search, communication from Jeffrey Brewer at Jeffrey@goto.com , titled "Need reverse stemming software", dated May 27, 1998, obtained at the internet address: http://groups.google.com/groups?selm=356CEE4A8DE882A8%40goto.com , on 12/19/02, 1 page.
	C10	Ketchpel, Steven P. et al. "U-PAI: A Universal Payment Application Interface", conference material article from the Second USENIX Workshop on Electronic Commerce Proceedings", Oakland, California, November 18-21, 1996, 17 pages.
	C11	Schwartz, Randal L., "Click-Through Tracking in Perl", <i>Web Techniques</i> , dated May 1998, located at the internet address: www.webtechniques.com , 3 pages.
	C12	Van Roeden, Adriaan, "Your Own Search Engine With SWISH, A Custom Search Facility For Your Web Site", <i>Web Techniques</i> , dated November 1996, located at the internet address: www.webtechniques.com , pp. 63-66 pages.
	C13	Full Catalog - Categories Menu, Sun Microsystems Sun Solutions Catalog, obtained at the internet address: http://web.archive.org/web/19981205110211/solutions.sun.com/catalogs/all/index.htm , printed on 12/19/02, 2 pages.
	C14	Help on Making Queries - Search by Company or Product, obtained at the internet address: http://web.archive.org/web/19981203050002/solutions.sun.com/search-help.htm , printed on 12/19/02, 4 pages.
<i>JC</i>	C15	Online Updating, Sun Microsystems Sun Solutions Catalog obtained at the internet address: http://web.archive.org/web/19990220190636/solutions.sun.com/editmodule/help.html , printed on 12/19/02, 2 pages.

EXAMINER <i>J. Collett</i>	DATE CONSIDERED <i>2-01-07</i>
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APPLICANT(S): Dominic Dough-Ming Cheung et al.		

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U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS/ SUBCLASS	FILING DATE
<i>JC</i>	B1	US 2002/0004735 A1	01/10/2002	Gross		
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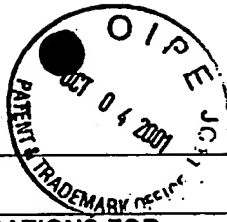
FOREIGN PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	COUNTRY	CLASS/ SUBCLASS	TRANSLATION YES	NO
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EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
<i>JC</i>	B2	Press Release article titled "GoTo.com Announces First round of Financing, Totaling More Than \$6 Million, Led by Draper, Fisher Jurvetson", <i>Business Wire</i> , dated May 19, 1998, printed from the Internet at < http://www.dialogclassic.com/main.vingw > on 11/9/00, 2 pages.
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LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT (use several sheets if necessary)	FILING DATE August 3, 2001	GROUP ART UNIT TBA (Parent GAU 2165)
APPLICANT(S): Cheung et al.		

REFERENCE DESIGNATION

U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS/ SUBCLASS	FILING DATE
	A1	5,659,732	08/19/97	Kirsch	395/605	05/17/95
	A2	5,717,923	02/10/98	Dedrick	396/613	11/03/94
	A3	5,724,424	03/03/98	Gifford	380/24	11/29/95
	A4	5,724,521	03/03/98	Dedrick	395/226	11/03/94
	A5	5,724,524	03/1998	Hunt et al.	395/237	12/15/95
	A6	5,748,954	05/1998	Maudlin	395/610	06/05/95
	A7	5,752,238	05/12/98	Dedrick	705/14	11/03/94
	A8	5,768,521	06/16/98	Dedrick	395/226	02/02/96
	A9	5,794,210	08/11/98	Goldhaber, et al.	705/14	12/11/95
	A10	5,826,241	10/20/98	Stein, et al.	705/26	09/16/94
	A11	5,848,397	12/08/98	Marsh, et al.	705/14	04/19/96
	A12	5,848,407	12/08/98	Ishikawa, et al.	707/2	05/22/97
	A13	5,852,820	12/22/98	Burrows	707/2	08/09/96
	A14	5,855,008	12/29/98	Goldhaber, et al.	705/14	08/28/97
	A15	5,864,845	01/26/99	Voorhees, et al.	707/5	06/28/96
	A16	5,864,846	01/26/99	Voorhees, et al.	707/5	06/28/96
	A17	5,903,882	05/1999	Asay et al.	705/44	12/13/96
	A18	5,918,014	06/29/99	Robinson	395/200.49	12/26/96
	A19	5,920,854	07/06/99	Kirsch, et al.	707/3	08/14/96
	A20	5,920,859	07/06/99	Li	707/5	02/05/97
	A21	6,078,866	06/2000	Buck et al.	702/2	09/14/98
	A22	6,296,361 B1	07/31/01	Davis et al.	707/3	05/28/99

FOREIGN PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	COUNTRY	CLASS/ SUBCLASS	TRANSLATION YES NO
<i>[Signature]</i>	A23	WO 99/20486	09/1999	WIPO		
	A24	WO 99/48028	09/1999	WIPO		
	A25	WO 2000/16218	03/2000	WIPO		
	A26	WO 2000/41090	07/2000	WIPO		

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EXAMINER <i>[Signature]</i>	DATE CONSIDERED <i>2-1-07</i>	Technology Center 2100
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(use several sheets if necessary)	APPLICANT(S): Cheung et al.	

EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
<i>EC</i>	A27	Database of Corporate ResourceNet, "New Service Puts An Auction Search Engine Under One Roof", Electronic Advertising & Marketplace Report, Vol. 12, Issue 8, Apr. 1998, page 6.
	A28	Espe, "Online Search Engines Start To Charge For Listings", Washington Business Journal, Vol. 18, Issue 1, May 1999, page 31.
	A29	Dawson et al., "2 Search Sites Narrow Their Parameters", Adweek-Western Edition, Vol. 48, Issue 42, Oct. 1998, page 1.
	A30	Database of Corporate ResourceNet, "Bits", from Adweek-Eastern Edition, Vol. 40, Issue 14, April 1999, page 46.
	A31	Komando, "Searching For Search Engines - from Dogpile to Deja News", Business First-Colombus, Vol. 14, Issue 43, June 1998, page 46.
	A32	Database of Corporate ResourceNet, New services Aim to Boost Efficiency of Search Engines", Electronic Advertising & Marketplace Report, Vol. 12, Issue 13, June 1998, page 6.
	A33	Database of Corporate ResourceNet, "Goto.com Chooses Quest's SharePlex(R) for Oracle Software to Ensure Uptime for Business-Critical Web Site", PR Newswire, June 2000.
	A34	Database of Corporate ResourceNet, "Capitalist Tool", Time Canada, Vol. 151, Issue 8. March 1998, page 41.
	A35	Database of DialogClassic(m), "Homestead Technologies' Continued Success Draws \$17.50 Million In second Round of Venture Funding", PR Newswire, April 1999.
	A36	"APS Search Tools - Patent Search Client Strategy", by US Patent & Trademark Office, Sept. 1997.
	A37	"Frequently Asked Questions NT Image Search & Retrieval (IS&R)", by US Patent & Trademark Office, Dec. 1997.
	A38	"Chapter 1-Introduction to Dialog", by Dialog Information Service, Inc. pp 1-1 to 1-14.
	A39	"Automated Patent System (APS) Workstation Reference Manual", by US Patent & Trademark Office, July 1996.
	A40	Frentzen, Jeff, "Help for Getting the Word Out About Web Sites", PC Week, v14, n46, p. 27(1), Nov. 3, 1997.
	A41	Miller, Karen L., "Improve Your Ranking (Building Web Sites to Attract Web Searches)", Home Office Computer, v16, n1, p 51(2) Jan, 1998.
	A42	Wingfield, "Another Engine Takes Ads By The Click", from http://www.news.com?news/Item/0.4.1387.00/html , May 1996.
	A43	Pelline, "New Search Engine Goes Commercial", by CNET News.com, Feb. 1998.
	A44	Wang, "Engines Battle Irrelevance of Results-New Search Service Hope To Fill The Void", by Internet World, Feb. 1998.
	A45	Vondr Haar, "Searching For The Highest Bidder", from Inter@active week .
	A46	Riedman, "Search Engine Startup To Auction Listings", from Interactive-Advertising, Feb. 1998.
	A47	Rich, "New Search Engine Allows Sites To Pay Their Way to Top", from http://www.adweek.com/iq/ignews02.asp .
<i>EC</i>	A48	Mardesich, "Web Site Operators Pay for Top Billing-Search Engine Allows Site Sponsors to Buy Place On Special List", from Knight Ridder Newspapers, March 1998.

EXAMINER <i>E. Colburn</i>	DATE CONSIDERED <i>2-1-02</i>
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APPLICANT(S): Cheung et al.		

EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
<i>AL</i>	A49	Hilty, "GoTo.Hell-What Happens When On Line Search Engine Accepts Cash From Web Sites?" from http://www.ocweekly.com/link/archives/97/27/byte-3.11.98-1.html , March 1998.
	A50	Flynn, "With GoTo.com's Search Engine, the Highest Bidder Shall Be Ranked First", by the New York Times, March 1998.
	A51	Clark, "Start-Up Plans Internet Search Service Tying Results To Advertising Spending", from the Wall Street Journal, Feb. 1998.
	A52	"Going, Going ...", from A Closer Look of the Wall Street Journal-Marketplace, April 1998.
	A53	"Coursey.com", David Coursey's Insider report on Personal Computing, the Internet and Communications", March 1998.
	A54	Glaser, "Who Will GoTo.com", from OnlinePress.com, Feb. 1998.
	A55	Mardesic, "Search Engine Charges Hit Sites", from http://www.sjmercury.com/business/center/goti022198.html , Feb. 1998.
	A56	"News Watch About Search Engines", from http://searchenginewatch.com/ness.html , Feb. 1998.
	A57	Wang, "Engines Battle Irrelevance of Results", from Internet World.
	A58	Swartz, "Browser Only Lists Paying Web Sites Critics Fear Approach Will Squeeze Out Most Small Internet Players", from http://www.sfgate.com/cgi-bin/publish on San Francisco Chronicle, Feb. 1998.
	A59	McWilliams, PC World Online, February 23, 1998, "Search Engine To Sell Top Positions On Results Lists", from http://www.pcworld.com/news/daily/data/0298/....html .
	A60	"Search Engine Start Up To Auction Listings", from http://www.adage.com/interactive/daily/index/html , Feb. 1998.
	A61	Alyson, "Searching The Search Engines", from Bacon's, May 1998.
	A62	Pelline, "Pay-for-placement gets another shot", from http://www.newscom.?news/item/0,4,19307,00.html , Sept. 1997.
	A63	IBM Technical Disclosure Bulletin, "Organizing A Ranked List of Search Matches", Nov. 1994.
	A64	Jeffrey Brewer, ClickZ Today, August 18, 1998, "Pay-For-Performance: Creating More And Better Value", obtained at the internet address http://www.clickz.com , August 18, 1998.
	A65	Jesse Berst, ZDNet, August 17, 1998, "Search Sites' Shocking Secret", obtained at the internet address http://www.zdnet.com/anchordesk/story/story_2432.html , August 17, 1998.
	A66	Sara Fisher, "Budding Internet Firm Finds Niche in Satisfaction", L.A. Business Journal, August 10, 1998.
	A67	"Disclosure Rules", The Industry Standard - The Newsmagazine of the Internet Economy, August 10, 1998.
	A68	G. David Doran, "Pay to Play", Entrepreneur, July 1998, p. 18.
	A69	Advertising Age-Interactive Daily Homepage; obtained at the internet address http://www.adage.com/interactive/daily/index.html , June 8, 1998.
	A70	Kim Komando, "With About 320 Million Sites, Search Engines Offer Some Help", copyright 1998, Los Angeles Times Syndication.
	A71	Margot Williams, "How To Ease Your Online Searches", Lansing State Journal, June 1, 1998.
	A72	"GoTo.com Gets Venture Funding", Internet World Magazine, June 1, 1998.

EXAMINER <i>E. Albert</i>	DATE CONSIDERED <i>2-1-07</i>
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(use several sheets if necessary)	APPLICANT(S): Cheung et al.	

EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
	A73	Sasha Alyson, "Searching The Search Engines", Front Page, May 8, 1998.
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FORM PTO-1449	SERIAL NO. 09/922,028	CASE NO. 9623/329
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT (use several sheets if necessary)	FILING DATE August 3, 2001	GROUP ART UNIT TBA (Parent GAU 2165)
APPLICANT(S): Cheung et al.		

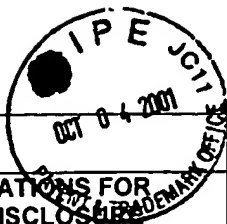
EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
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